IN THE CLAIMS:

This listing of claims will replace all prior versions, and listing, of claims in the application.

Listing of the Claims:

CLAIMS

1. (Currently amended) A method of fabricating a magnetic tag having a plurality of information bits ~~on its surface~~ which method comprises forming some or all of the information bits by depositing magnetic material onto ~~the surface~~ a substrate by means of an electroless deposition reaction in a pattern defined by the prior application of a deposition promoting material to the substrate by a print transfer mechanism, said deposition promoting material facilitating the deposition of said magnetic material from an electroless deposition solution onto the areas of the substrate to which said deposition promoting material is applied.

2-3 (Cancelled)

4. (Currently amended) A method as claimed in Claim [[3]]1 wherein the print transfer mechanism is ink-jet printing.

5. (Previously presented) A method as claimed in claim 1 wherein the deposited material is a soft magnetic material.

6. (Previously presented) A method as claimed in claim 1 wherein the electroless deposition reaction takes place in a magnetic biasing field.

7. (Previously presented) A magnetic tag produced by the method of claim 1.

8. (Currently amended) A magnetic tag having a plurality of information bits ~~on its surface~~ comprising an arrangement of hard and soft magnetic materials wherein the soft magnetic material[[s]] ~~are~~ is deposited onto ~~the tag surface~~ a substrate by means of an electroless depositon reaction, in a pattern defined by the prior application of a deposition promoting material to the substrate by a print transfer mechanism, said deposition promoting material

facilitating the deposition of said soft magnetic material from an electroless deposition solution onto the areas of the substrate to which said deposition promoting material is applied, and wherein the hard magnetic material[[s]] ~~are~~ is deposited by screen printing an ink formulation loaded with hard magnetic material[[s]].

9. (Currently amended) A magnetic tag as claimed in claim 8 wherein the deposited hard magnetic material is arranged such that elements of the soft magnetic material[[s]] experience a magnetic biasing field.

10. (Currently amended) A magnetic tag as claimed in claim 9 wherein the hard magnetic material is deposited such that different information bits formed from soft magnetic material[[s]] experience different biasing fields.

11. (Currently amended) A magnetic tag having a ~~number~~ plurality of information bits ~~on its surface~~ comprising an arrangement of hard and soft magnetic materials wherein the soft magnetic material[[s]] ~~are~~ is deposited onto ~~the tag surface~~ a substrate by means of an electroless deposition reaction, in a pattern defined by the prior application of a deposition promoting material to the substrate by a print transfer mechanism, said deposition promoting material facilitating the deposition of said soft magnetic material from an electroless deposition solution onto the areas of the substrate to which said deposition promoting material is applied and a graded hard magnetic material is used as the whole of or part of the substrate of the tag.